GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1904
ANSWERED ON:29.11.2007
TOURIST OFFICES
Rana Shri Kashi Ram;Renge Patil Shri Tukaram Ganpatrao

Will the Minister of TOURISM be pleased to state:

(a) the number of foreign tourists send to India by tourism offices in foreign countries, tourism office-wise details during the last three years;

(b) the details of expenditure incurred on these tourism offices separately during the last three years;

(c) whether the Government has reviewed the functioning of these tourism offices;

(d) if so, the details thereof; and

(e) the strategy adopted by the Government on the basis of conclusion of the review?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a): Details of tourist arrivals from different regions covered under the jurisdiction of the Indiatourism Offices overseas, during the last three years, are given below:

Region	Tourist Arrivals		
	2004	2005	2006
North, South and Central America (Covered by offices in New York, Los Angeles and Toronto)	685129	804394	904747
Europe & UK (Covered by offices in Frankfurt, Paris, London, Milan and Amsterdam)	1117087	1427077	1651936
West Asia & Africa (Covered by offices in Dubai & Johannesburg	236626	253800	275716
Australasia (Covered by offices in Sydney and Singapore)	302339	349764	403518
East Asia (Covered by office in Tokyo)	203856	235219	298629

(b): The expenditure incurred by Indiatourism offices overseas, both for promotional/ marketing activities and for establishment expenses, during the last three years is as given below:-

	(Rs. In lakh)		
	2004-05	2005-06	2006-07
Plan Budget (for promotional and marketing activities)	5807.25	8375. 00	9400.00
Non – Plan Budget (for establishment expenses)	1786.09	1893.17	1979.47

(c): Yes, Sir. The Ministry approves the Annual Action Plan of each office at the beginning of the year and reviews the progress of offices from time to time

(d) & (e): The Ministry of Tourism, through its Indiatourism offices abroad, promotes India as a preferred tourist destination in key markets overseas. A series of promotional activities are undertaken to further increase tourist arrivals to the country. This includes advertising, participation in fairs & exhibitions, organizing seminars, workshops & road shows, publication of brochures, offering joint advertising and brochure support and familiarization tours of media personalities, tour operators and opinion makers.